

Station	WPMY-TV PITTSBURGH, PA	Agency	() STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	() POLITICAL ISSUE GROU		7669 STAGERS LOOP	Sales Office	() WASHINGTON
Product	AMERICANS 4 TAX REFO		DELAWARE, OH 43015	Salesperson	() KATHRYN SARDINSKY
Estimate#	2813	Agency C/P1/P2/E	//2813		
Buyer	GREG PHELPS	Flight Dates	10/04/2012 - 10/17/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

***** Contract Coversheet *****

V.3 10/4

SEE LN 2 FOR REV PRG

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--- CONTRACT COMMENT ---

AMERICANS FOR TAX REFORM *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/06-10/13	10P-1030P	NEWS	:30	\$300.00	SA	1	2	2	\$600.00
2	10/06-10/13	12P-3P	SEC FOOTBALL	:30	\$300.00	SA	1	2	2	\$600.00

---REPORT TOTALS---

Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$1,200.00
Sales Totals: 4 / \$1,200.00
Station Totals: 4 / \$1,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$120,000	CABL	0%	KDKA	0%	UNKN	99%	WNPA	0%	WPGH	0%
		WPMY	1%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

SHARES ON WPGH

Books null
Demos RA35+

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